Northwest Territories

Arts Strategy

"A Holistic Approach to a Vibrant Arts Sector"

OCTOBER 2004

Northwest Territories

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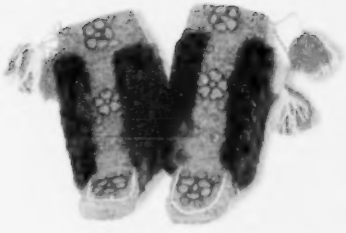


Message from the Ministers

On behalf of the Government of the Northwest Territories, we are pleased to present the *Northwest Territories Arts Strategy – A Holistic Approach to a Vibrant Arts Sector.*

This strategy represents the Government of the Northwest Territories' recognition of the important role that arts and fine crafts plays in both our society and our economy, and demonstrates our commitment to take action to address identified issues and opportunities in this sector.

Developed in response to recommendations of the NWT Arts Strategy Advisory Panel and building on the initial joint response, "A Vision for the Arts" issued in July 2003, this strategy provides broad direction to guide future programs, services, and marketing efforts.

The extensive consultations undertaken by the Advisory Panel made up of representatives from the private and public sectors, as well as non-government arts organizations from across the NWT, highlighted key issues and needs in this sector. It also highlighted the tremendous breadth and depth of talent in the Northwest Territories.

Through this Arts Strategy, we have outlined current and future initiatives that will move us towards achieving our vision, " *To secure the stability of a vibrant Arts sector that is integral to the economic, social, and cultural fabric of the NWT, and contributes positively to the quality of life within the NWT.*"

Both the Departments of Resources, Wildlife and Economic Development and Education, Culture and Employment are committed to working with artists to achieve this vision. Given the talent, initiative, and diversity already evident in the Northwest Territories arts community, we are confident this important sector will continue to strengthen and enrich both our lives and our communities.

Minister of Resources, Wildlife and Economic Development

Minister of Education, Culture and Employment

1. HISTORY

In 2000, the Government of the Northwest Territories (GNWT) Departments of Education, Culture and Employment (ECE) and Resources, Wildlife and Economic Development (RWED) committed to work together to develop a coordinated approach to supporting the arts and cultural sector in the Northwest Territories (NWT).

The first stage in this approach was to consolidate information on NWT arts and cultural activities and to summarize data and key issues relevant to this sector (*NWT Creative Arts and Cultural Sector Profiles*, ECE 2001). In early 2002, the Ministers of ECE and RWED established an NWT Arts Strategy Advisory Panel. In December 2002, the Panel submitted its recommendations in a report to the Ministers, *A Vision for the Arts in the NWT*. In July 2003, the GNWT presented a preliminary response, the *NWT Arts Strategy Action Plan*. In a covering letter, the Ministers also committed to developing a longer-term GNWT Arts Strategy.

An Arts Strategy Advisory Panel has provided the GNWT with community-based recommendations for support to the arts. The GNWT considered these recommendations and issued its Response in the fall of 2003. The GNWT's Response forms the first step in what will evolve into an integrated GNWT approach to the arts.

2. DEFINITIONS

In the NWT the arts is a cottage industry for art and fine crafts. This industry includes:

- **Art**
  Art means an expression in the visual, literary and performing media through the use of individual skills and creativity.

- **Artists**
  Artists employ creative abilities to create unique items in the visual, literary and performing media.

- **Crafts and Fine Crafts**
  Crafts are items produced using traditional techniques and designs and are often variations on a theme. Fine Crafts are considered to reflect high levels of skill and ingenuity. Both Crafts and Fine Crafts are usually produced for sale.

- **Cultural Industries**
  Cultural industries incorporate the commercial aspects of art and fine crafts, including art galleries, sound recording studios, filmmaking and book publishing.

- **Film and Video Production**
  Film and video production refer to the processes of creation, production, post-production, promotion and distribution of a product.

- **Literary Arts and Publishing**
  Literary arts and publishing involve the creation of original or creative writing, which can include but is not limited to, lyrics, manuscripts, musical scores, poetry, scripts and screenplays. This sector is comprised of the creative discipline as well as the production, promotion and distribution of this art form.

- **New Media**
  New media refers to computer and digital technologies, video art forms, audio-visual installations and performances.

- **Performing arts and Production**
  Performing arts and production include, but are not limited to, music, dance, performance art, theatre, spoken word and storytelling. This sector is comprised of the creative discipline as well as the production and promotion of the art form.

- **Traditional Knowledge**
  Traditional knowledge is knowledge and values that have been acquired through experience, observation, from the land or from spiritual teachings, and handed down from one generation to another.

- **Visual arts**
  Visual arts include but are not limited to carving, sewing, painting, printmaking and photography. They are the creation of one-of-a-kind, unique pieces by an Artist or group of Artists.

The NWT Communities include municipal governments and local and regional Aboriginal governments as well as the general population as a whole.

3. VISION

To secure the stability of a vibrant arts sector that is integral to the Economic, Social and Cultural fabric of the NWT and contributes positively to the quality of life within the NWT.

The vision for the arts is one in which:

- School programs offer students opportunities to learn about and appreciate the arts, to develop their interests and to discover their talents;
- Emerging and established Artists have access to programs that can assist them to further explore and develop their skills, and to support a career;
- Established Artists have access to business information and resources to learn about the business side of the arts;
- The work of Artists is promoted and marketed nationally and internationally;
- The public has access to venues and programs that showcase and highlight the many forms of creative talent in the NWT.

4. PRESENT CHALLENGE

To support the delivery of services and programs that will result in the creation of top quality art and fine crafts aimed at enhancing the growth and economic development of our individual Artists and preserve our cultural heritage and integrity.

Art and artistic endeavors are important from a social, cultural and economic perspective. The process of expression, creation and production of art celebrates, preserves and transmits culture throughout a life cycle of learning and awareness. This is a valuable benefit that cannot be measured in financial terms.

Successful implementation of the Arts Strategy will also directly assist the development of strong cultural industries. A healthy and thriving arts sector in the NWT will provide meaningful employment to residents in every community who would otherwise have limited opportunities to participate in the wage economy.

5. PRINCIPLES

Artistic expression is important to celebrate, preserve and transmit culture. It has direct linkages to maintaining Aboriginal languages, broadening residents' understanding of northern cultures, and establishing an NWT identity. It is also the key to the development of a strong cultural industry, in terms of both art and cultural tourism, throughout the North.

The NWT Arts Strategy will uphold the following principles:

- The arts are an integral part and reflection of a healthy community and economy.
- A thriving arts sector relies on the creativity, initiative, and ideas of individual Artists and volunteers.
- Government support through direct and indirect ways and means is essential to help foster, develop and maintain this creativity.
- Initiatives should build on both existing structures and successful initiatives by Artists, government and the private sector.
- New programs or initiatives should emphasize funding individual Artists as a priority.
- Coordination of programs and services will ensure more effective and efficient use of available funds.
- Arts programming and support should be available to all communities.
- Programming should be responsive to regional needs and opportunities.

6. GOALS

In acknowledging its shared responsibility for promoting and maintaining artistic and cultural expression, the GNWT has undertaken to achieve the following goals:

Goal 1: People in the NWT, from an early age, are taught about the arts and have developed an appreciation of art in its various forms;

Goal 2: Existing and emerging Artists in the NWT have access to programs and funding that support the development of their skills and the production and sales of their work;

Goal 3: There is global awareness of the NWT arts and recognition of the importance and value of the work of NWT Artists, which enables them to earn a living through production and sales of their work, without compromising the cultural integrity of the arts community.

7. HOLISTIC APPROACH: THE "CIRCLE OF LIFE"

The GNWT will support and foster the growth and development of the NWT arts sector through a holistic approach that comes from a community-inspired way of life, the "Circle of Life". When a member of the community is born, their birth is celebrated; they are educated and shown many skills and traditions to help them grow into a vibrant member of their community. They are provided with various programs and services, schooling, and education that aid them on their journeys or quests in life. In many cases, this is done through the use of Traditional Knowledge. Pride is taken in embracing them as important members of the community and they are given recognition for their achievements and accomplishments.

To apply a holistic approach to supporting the arts community using the "Circle of Life", the GNWT will organize its actions around three main theme areas in support of NWT Artists at the community level.

- **EDUCATION, AWARENESS AND APPRECIATION**
- **SUPPORT AND SERVICES**
- **MARKETING AND PROMOTION**

These three themes are integral, with each area providing an essential element in the creation or production of arts. Education, awareness, and appreciation stimulate artistic endeavors, which in turn are supported by promotion and marketing. Successful Artists in turn help to increase awareness and appreciation, and the cycle continues.

In addition, the approach recognizes and supports the need for:

- Education and training (traditional and non-traditional);
- Holistic approach to community-based learning by incorporating traditional teachings which will bring together members of the community to work together and support each other;
- Awareness of the value and importance of cultural preservation; and
- Recognition of the need to support product development with linkages to marketing effort.

THE STRATEGY

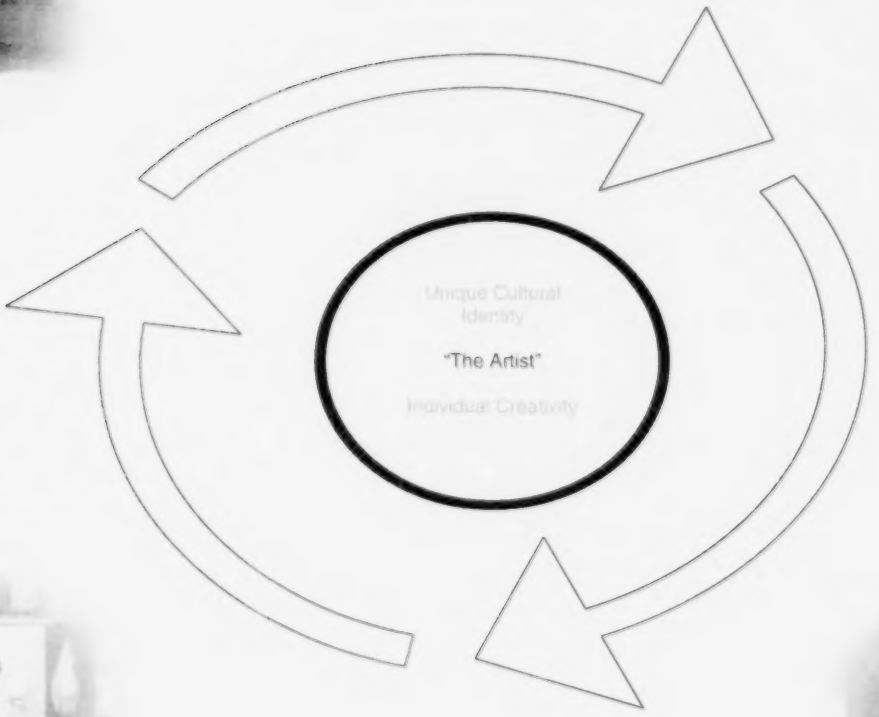
The GNWT will follow the principles provided in this Strategy document, using the "Circle of Life" approach and the three related themes as a basis for program development. Using this approach, the Strategy will focus existing resources on priority needs and provide guidance in consideration of future program initiatives in support of the NWT arts sector, should additional resources become available.

Immediate actions from this Strategy are contained in an Action Plan for the arts, attached as Appendix A. The Action Plan also includes specific objectives that further the goals of this Strategy. This Action Plan will be reviewed annually and updated as required to reflect that some initiatives will have been completed, new priorities may arise, and that new opportunities or needs may have been identified that require action. These actions will be guided by the Strategy.

Revisions to the Action Plan will be based on industry input, identified needs, the availability of fiscal resources and a need to ensure most effective use of limited resources, while furthering the goals of the Strategy.

VIBRANT ARTS SECTOR

EDUCATION, AWARENESS, APPRECIATION



MARKETING & PROMOTION

SUPPORT & SERVICES

"Circle of Life"
An Artist is born, we foster the quest and development of the Artist, provide the support and services for the creation of art, then show it to the world!

APPENDIX A

ACTION PLAN

APPENDIX A

ACTION PLAN

EDUCATION, AWARENESS AND APPRECIATION

1. Goal People in the Northwest Territories (NWT), from an early age, are taught about the arts and have developed an appreciation of art in its various forms.

Objective Provide opportunities to learn in, through and about the arts at all levels of the school system, K to Grade 12:

Action	Outcomes	Responsibility / Partners[1]	Measurables	Timing[2]
Develop curriculum for arts instruction	Arts programming is a core component of the school curriculum, Kindergarten - Grade 12.	Education, Culture and Employment (ECE)	• A standardized NWT arts Curriculum is published and implemented.	Intermediate Term
Support the development of teaching and learning resources for arts programs and for other subject areas that incorporate arts instruction	Arts Education is linked with language and cultural programming in all educational initiatives.	ECE	• Appropriate teaching and learning resources are available for arts instruction.	Intermediate and Long Term
Develop Artists in schools and youth mentoring programs	Students are provided with meaningful interactions with the	ECE Partners	• Number of programs offered.	Long Term

[1] Indicates the department or agency with lead responsibility, and suggests potential resource partners for the action.
[2] Definitions: Short Term=current fiscal year, Intermediate=2-3 years, Long Term=4 years or more.

	arts Community.		• Number of schools offering programs. • Number of students participating. • Number of Artist-mentors participating.	
Provide professional development opportunities to teachers in the area of arts instruction	Teachers know how to integrate arts skills at all levels of the curriculum. Specialist and generalist teachers have access to continuing informal and formal professional development in the arts.	ECE	• Number of teachers using training opportunities. • Number of arts instruction workshops offered.	Short, Intermediate and Long Term.

Objective Provide opportunities to learn in, through and about the arts at the post-secondary level:

Action	Outcomes	Responsibility	Measurables	Timing
Provide instruction in teaching arts in the Teacher Education Program and the Aboriginal Language and Culture Instructor Programs at Aurora College	Generalist teachers demonstrate fundamental knowledge and skills in all arts disciplines in order to teach and infuse the arts across the curriculum.	Aurora College ECE	• Number of hours spent doing arts training as part of program curriculum	Short Term
Offer courses in art and fine crafts at Aurora College	Artists at emerging stages of their skills have increased (enhanced) training opportunities.	Aurora College	• Number of courses offered • Number of students participating	Short Term

Provide information on post-secondary arts programs and scholarships in other parts of Canada	Artists at middle stages of their skills are aware of discipline – specific training opportunities.	Aurora College ECE	• Web-based information resources • Published materials in high schools and career centres	Short Term

Objective Provide opportunities for public awareness and appreciation of the arts:

Action	Outcomes	Responsibility	Measurables	Timing
Encourage and support individuals and organizations to produce, exhibit, perform and disseminate art to the public	Key community (sector) stakeholders are engaged in developing and sustaining arts venues and showcase opportunities.	ECE Resources, Wildlife and Economic Development (RWED) Partners NWT Arts Council	• Number of producing Artists (all disciplines) • Number of public arts venues in NWT (for each discipline) • Number of annual events or showcase opportunities • Numbers of visitors to venues or events	Short Term
Develop, and encourage others to develop award and recognition programs for the arts in the NWT	Public recognition of Artists and the arts is increased.	ECE RWED Partners NWT Arts Council	• Types of award or recognition programs • Number of Artists or arts organization recipients of awards	Intermediate and Long Term
Make information on current activities in the arts in the NWT available through the Internet	NWT residents and visitors have access to timely information on events. NWT arts community profile is raised.	ECE RWED Partners [NWT Arts Council, Folk on the Rocks, Great Northern arts Festival]	• Number of web-based information resources available • Numbers of users of information [numbers of enquiries annually]	Intermediate and Long Term

SUPPORT AND SERVICES

2. Goal Existing and emerging Artists in the NWT have access to programs and funding that support the development of their skills and the production and sales of their work.

Objective Provide information about programs and services available to Artists at a single source:

Action	Outcomes	Responsibility	Measurables	Timing
Compile, keep current and make available in paper copy and through the internet, information on territorial, national and international sources of support available to Artists	Coordinated support for communication mechanisms for the arts community (eg. awareness programs and information databases: exposure and access)	RWED, ECE	• Increased levels of participation and use of existing programs and services	Intermediate and Long Term

Objective Ensure that Government of the Northwest Territories (GNWT) resources that support the arts are directed to meeting priority needs of Artists and the cultural industries:

Action	Outcomes	Responsibility	Measurables	Timing
Annual reporting and business planning in areas that involve the arts is coordinated by GNWT Departments with input from the arts community	Available to the public in both printed format and on the GNWT web site	RWED, ECE	• Annual report published • Will allow for an ongoing review of the Strategy, its targets and priorities	Short and Intermediate Term
Support the operations of an NWT Arts Advisory Panel to provide input and advice to the GNWT in the development and implementation	Aid in the development and facilitation of non-government and private sector partnerships to help sustain activities in the NWT arts community	ECE, RWED in cooperation with local arts organizations and private sector	• Panel is operational	Intermediate and Long Term

of its programs in support of the arts				
Provide NWT Arts Council and Support to Northern Performers funding to Artists and arts organizations in all disciplines	Emerging Artists talents are encouraged and fostered Artists at middle stages of their skills are supported in advancing their creative ambitions Annual community festival events are supported	ECE NWT Arts Council	• Numbers of annual successful arts funding recipients, by community, artistic discipline and region • Numbers of arts workshops conducted by arts organizations • Numbers of community festival events supported	Short Term

Objective Sustained service for established Artists and for cultural industries:

Action	Outcomes	Responsibility	Measurables	Timing
Provide enhanced support for emerging and existing cultural industries (i.e. film and video, publishing, sound recording, art and fine crafts)	Resources are dedicated for essential equipment and production components of cultural industries (eg. towards publication of works by NWT authors)	RWED	• Levels of resources provided, by cultural industry	Intermediate and Long Term
Develop an e-commerce community networking database system	The arts sector has access to a central, multi-media information resource	RWED	• Use of online discussion forums and guest books will provide value insight in to the usage and effectiveness of systems	Intermediate Term
Keep communities current on issues and happenings	Will help create awareness of programs and services available	RWED, ECE	• Newsletters or other information distributed. • Current trends	Short and Intermediate Term

in the arts industry			and opportunities with the progress of the arts industry will be evident	

Objective Enable all NWT Artists with access to equipment and materials needed to produce their works:

Action	Outcomes	Responsibility	Measurables	Timing
Develop and research ways of ensuring quality supply of raw materials	Consistent availability of affordable, quality raw materials and equipment for all NWT Artists	RWED	• Local sources of new and experimental materials are developed	Intermediate and Long Term
Promote and encourage the sustainable use of natural and available resources	Work towards integrating traditional knowledge in existing programs and services.	RWED	• Raw materials and supplies are used regularly by Artists where applicable	Intermediate and Long Term

MARKETING AND PROMOTION

3. Goal There is global awareness of the NWT arts and recognition of the importance and value of the work of NWT Artists, which enables them to earn a living through production and sales of their work, without compromising the cultural integrity of the arts community.

Objective Develop and deliver programs that support Artists to produce art and fine crafts:

Action	Outcomes	Responsibility	Measurables	Timing
Research ways of providing and assisting with the availability of raw materials and supplies for Artists.	Consistent availability of affordable, quality raw materials and equipment for all NWT Artists	RWED	• Local sources of new and experimental materials are developed	Intermediate and Long Term
Develop a directory of suppliers or raw materials, funding agencies	Improved coordination and information sharing between GNWT Departments and	RWED, ECE	• Directory produced and widely distributed.	Short Term

and other industry-related material.	federal government agencies (eg. how to access funding programs)			
Publish "How To" guides to train Artists at all levels on methods for producing and marketing their art	Coordinated support for communication mechanisms for the arts community	RWED, ECE	• Artists are more informed and production and development is enhanced	Intermediate and Long Term

Objective Develop and implement marketing strategies to bring attention to NWT Artists, Artists and the cultural industries:

Action	Outcomes	Responsibility	Measurables	Timing
Develop a national and international marketing Strategy which addresses the needs of NWT cultural industries	Will facilitate promotion of NWT art at appropriate international venues and work towards development of new market areas	RWED	• New market opportunities developed, and increase in retail sales, product awareness, and products developed	Intermediate and Long Term
Develop a unique merchandising identification system that authenticates "Made in the NWT" products	Visual recognition of NWT art and fine crafts on National and International markets	RWED	• A logo and related materials a means of authenticating northern produced art.	Short Term
Develop and maintain a directory of Artists, Artists and cultural industries active in the NWT	Improved coordination and information sharing between GNWT Departments and Federal Government agencies (eg. how to access funding programs)	RWED, ECE	• Directory produced and widely distributed.	Short Term
Develop and maintain an interactive Internet e-	Will assist in providing information about the Artists of the	RWED	• Operating website • Website accessed by	Short and Intermediate Term

commerce system for art and fine craft producers	NWT and aid in the promotion of the arts industry in the north.		northern Artists • Sales resulting from this marketing tool	
Participate in national and international events where NWT art can be profiled	Markets are developed, linked to NWT arts production	RWED	• Venues attended and resulting sales from each • General retail sale statistics will improve	Intermediate and Long Term
Encourage circumpolar networking opportunities and regular meetings with other jurisdictions	Builds larger global connections for the arts community	RWED	• Meetings attended • Specific outcomes linked to meetings • Long term recognition and sustainable partnerships will be developed	Intermediate Term
Research and develop innovation technology	All Artists benefit from advanced technology without compromising cultural integrity	RWED	• Improved skills and enhanced development will be evident as Artists reveal the benefits of new technology advancements in the work.	Intermediate and Long Term

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